

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method of operating a photofinishing business comprising:

utilizing a digital photofinishing system that incorporates a digital processor, a printer coupled to the digital processor, and means for feeding plain paper to the printer from a roll of the plain paper; providing the digital processor with digitised data from a source that is provided by a customer, and which is representative of a photographic image;

processing the data with the digital processor to generate a printer drive signal that is representative of the photographic image;

in response to the drive signal effecting page-width printing of the photographic image on the plain paper as it is fed directly to the printer from the roll by the feeding means; and

furnishing the printed plain paper image to the customer and charging the customer for the printing service.

2. (Currently Amended) The method as claimed in claim 1 wherein the roll of ~~print~~
~~media~~ plain paper is provided by way of a replaceable cartridge.

4. (Currently Amended) The method as claimed in claim 1 wherein the roll of print media is provided by way of a replaceable cartridge in which the cartridge is mounted removably in juxtaposition to the printer and comprises a roll of ~~the print media~~ plain paper to be fed on demand to the printer, and the cartridge incorporates means for coupling with a print media feed drive mechanism.

5. (Currently Amended) The method as claimed in claim 1 wherein the roll of ~~print media~~ plain paper is provided by way of a replaceable cartridge in which the cartridge is mounted removably in juxtaposition to the printer and comprising a source of printing fluid to be delivered on demand to the printer, and the cartridge incorporates means for coupling with a print media feed drive mechanism.

6. (Currently Amended) The method as claimed in claim 1 wherein the roll of ~~print media~~ plain paper is provided by way of a replaceable cartridge in which the cartridge is mounted removably in juxtaposition to the printer and comprising a source of print media and a source of printing fluid, both of which are arranged to be delivered on demand to the printer.

7. (Currently Amended) The method as claimed in claim 1 wherein the roll of ~~print media~~ plain paper is provided by way of a replaceable cartridge in which a drier means is coupled to the printer and the drier means receives printed media directly from the printer, to transport the printed media from the printer and to effect drying of the printed media during transportation of the media.

8. (Currently Amended) The method as claimed in claim 1 wherein the roll of ~~print media~~ plain paper is provided by way of a replaceable cartridge in which a slitter means is located in series with the printer and the slitter means receives printed media following its passage through the printer, transports the printed media in a direction away from the printer and slits the printed media in the longitudinal direction of transportation of the media.

9. (Currently Amended) The method as claimed in claim 1 wherein the roll of ~~print media~~ plain paper is provided by way of a replaceable cartridge in which print media feed means are located in the cartridge and drive means couple with the print media feed means to effect feeding of the print media through the printer.

10. (Currently Amended) The method as claimed in claim 1 wherein the roll of ~~print media~~ plain paper is provided by way of a replaceable cartridge in which means are provided to enable chemical development and subsequent printing of exposed photographic film.

11. (Currently Amended) The method as claimed in claim 1 wherein the roll of ~~print media~~ plain paper is provided by way of a replaceable cartridge in which the printer incorporates at least one print head assembly that is arranged to provide for printing of the print media with a feed rate up to 2 metres per second.